

## ADVERTISING CLUBS MEET JUNE 11 TO 15

Eighteenth Annual Convention in Milwaukee Will Be Attended by 5,000 From All Over the World.

### WILL APPLY TO BUSINESS

Convention to Aid in Educating Public as to True Character of Advertising From Experts' View.

The School of Journalism will have six representatives at the advertising convention June 11 to 15 at Milwaukee. Irl W. Brown and J. B. Hosmer will leave tomorrow noon to go to St. Louis to join the St. Louis Advertising Club. Prof. H. W. Smith and Alfonso Johnson leave Saturday afternoon. Misses Augusta Spencer and Virginia Keith will not go until Sunday.

Hosmer, who is chairman of the Conference of Student Advertising Organizations, will have charge of the round-table discussions at the student conference. Johnson and Brown both will talk at the conference on subjects concerning student advertising organizations.

**By United Press.**  
MILWAUKEE June 9.—Five thousand business men and women, most of them from the United States and Canada, but including representatives from England, Porto Rico, Switzerland, South America, Mexico, and other countries, will attend the eighteenth annual convention of the Associated Advertising Clubs of the World, in Milwaukee June 11 to 15.

These meetings of the Associated Advertising Clubs, bring together bankers, merchants, manufacturers, publishers, officials of civic organizations, and experts in advertising. The conventions bring publicity to the aid of the public at large by applying the art of advertising to the great problems of the day. This year, two themes of general interest will be, how advertising may be made a stabilizer in the present trend of business, and the part that advertising must play in changed business conditions.

These conventions also help to educate the public as to the true character of advertising. They advertise advertising. They give a consumer an opportunity to examine the publicity expert's view of his calling and reach a conclusion as to whether the vast sum laid out every year—estimated at six hundred million dollars in the United States alone—is used to the advantage or the disadvantage of the public. In the expert's view, advertising is not merely a means employed by merchants and manufacturers to sell goods. Over and above that, it is a public utility, rendering a service as distinctive as any public service corporation. As one example of this service, the advertising man points out the part which advertising plays in what is known as "quantity production." Advertising enables a manufacturer to sell ten light motor trucks, for example, where otherwise he would sell but one, and nine out of the ten purchasers thus better equipped to serve their public, are enabled to buy the trucks because the greater production brings the price within their means.

The convention will open Sunday afternoon with an inspirational meeting at the Municipal Auditorium, at which an audience of 10,000 persons is expected. Mayor Hoan of Milwaukee will welcome the delegates to the city and Charles Henry Mackintosh, president of the Associated Advertising Clubs of the World, will reply. There will be an address by Dr. Charles Aubrey Eaton, president of the American Educational Association, and Sir Charles F. Higham, of London, member of the British House of Parliament.

At the general session of the convention on Monday, President Mackintosh will speak on "The Spirit of the Convention;" W. M. Jardine, president of the Kansas State Agricultural College, on "The True Position of Advertising in Marketing American Manufactured Products;" Howard W. Harrington, Moline, Ill., "Advertising—The Stabilizer in the Present Trend of Business;" James A. Emery, of the National Manufacturers' Association, "Industry and the Public;" and L. J. Cuniff, Toronto, "International Phases of Advertising—How They are Affected by Changing Conditions."

At the general session on Wednesday, O. C. Harn, New York, will speak on "The Importance of Co-ordinating the Various Mediums of Advertising: The National Campaign, the Sustaining Effort, the Intensive Follow-up, the Checking of Returns and Circulation Audits;" Anderson Pace, Baltimore, "Clearing the Decks;" W. S. Ashby, LaSalle, Ill., "Competition as a Stimulus to Business;" Edward F. Jordan, Cleveland, "How Do You Find Business?—By Going After It;" Capt. John W. Gorby, Waukegan, Ill., "The Truth in Advertising Movement—How It is Affecting All Legitimate Advertising."

Besides these general sessions for all the delegates, each group included in the Associated Advertising Clubs will meet for the consideration of questions pertaining to its individual problems.

### SENIORS

And other graduates, get just the position you want as a teacher through us. Good September openings. No elementary subjects. Largest bureau of its kind. Write for details and list of Missouri graduates placed by us.

Specialists' Educational Bureau  
Oleon Bldg., St. Louis, Mo.



# The Market Basket

WHAT TO BUY—AND—WHERE TO BUY IT



## You can always depend on H-P Flour

THAT is why it is such a favorite with good cooks. H-P gives uniformly excellent results with bread, biscuits and cakes. The best wheat, well-milled, is the solid foundation on which H-P dependability rests. And that makes it, without doubt, the flour for your pantry. Order from your grocer, or the Mill, phone "9."

Boone County Milling Co.

Makers of Red Ring Feeds.

## Housewives

Just Listen To This!

Peaches, doz. .... 25c  
Beans, lb. .... 15c  
California Cherries, lb. .... 40c  
Cucumbers, 2 for .... 15c  
Home grown Carrots, bunch .... 10c

California Canteloupes

We Deliver.

University Fruit Store



"Faster, Jimmy, faster! You know mother said there won't be any breakfast till you bring the Kellogg's Corn Flakes!"

## Compare flavor and crispness! KELLOGG'S against any Corn Flakes you ever ate!

Takes the rough edges off hopping out of the covers these snappy mornings just thinking about that luscious bowl of Kellogg's Corn Flakes waiting down-stairs! Big and brown and crispy-crunchy flakes—a revelation in appetizing flavor, wonderful in wholesome goodness—the most delicious cereal you ever tasted!

Instantly you like Kellogg's, not only because of appealing flavor, but because Kellogg's are not "leathery"! Kellogg's are a delight to eat, as the little folks as well as the big ones will tell you! And Kellogg's ought to be best—they're the original Corn Flakes! You have only to make comparison to realize that quickly!

KELLOGG'S Corn Flakes for tomorrow morning's spread! They get the day started right! Insist upon KELLOGG'S Corn Flakes in the RED and GREEN packages—the kind that are not leathery!



# Kellogg's

## CORN FLAKES

Also makers of KELLOGG'S KRUMBLE and KELLOGG'S BRAN, cooked and krumbled

You Can  
Tell  
By The  
Taste  
That It's  
Central Dairy  
Ice Cream

Because

It's Made

From

Pure Sweet

Cream

"Mother, May

We Have

More?"

Phone 819

## Ham Special

Friday and Saturday at thirty cents per pound. This is less than wholesale price.

## Cheese

Roquefort.  
Neuchatel.  
Blue Ribbon  
Limburger.  
Brick.  
Sap Sago.  
Pineapple.  
Edam.  
Imported Swiss.  
Domestic Swiss.  
Black Swiss.  
Liederkrantz.  
Pimento.  
New York Cheddar.  
Wisconsin Cream.  
And many other varieties put up in cans.

HETZLER'S MARKET

Headquarters for Cheese.

## Real Bargains

While They Last

No. 2½ "Sunstrand" Sliced Yellow Cling  
Peaches, can, 25c; 1 doz cans ..... \$2.75  
No. 2½ "Edola" Sliced Yellow Free Peaches,  
can, 25c; 1 doz. cans ..... \$2.75  
No. 2½ Pharaoh Yellow Free Peaches, can  
23c; 1 doz cans ..... \$2.50  
No. 2½ California Growers' Yellow Free  
Peaches, can 23c; 1 doz cans ..... \$2.50

These are real bargains and will go very fast, don't wait too long to give your order and be disappointed.

## Scott & Jackson

The Safe Place to Trade.

Phone 228

11 S. 8th St.

Phone 74

NOWELL'S

Ninth at Walnut

## Quality

Is the important thing when you are buying foods. This is one reason why you instinctively 'phone 74.

Then you know by experience that the Nowell idea of service saves you time that you need for other things.

### Poultry

You can depend on getting milk-fed, frying chickens and tender plump hens at Nowell's any day in the week.

For Saturday we have frying chickens that will average two pounds and dressed hens that will please you.

Phone 74

NOWELL'S

Ninth at Walnut

Romain Head Lettuce, lb. .... 25c  
Leaf Lettuce, bn. 10c-15c  
Cucumbers, each .. 10c  
New Onions, bunch, 5c  
Radishes, bunch ... 5c  
Celery, stalk ... 15c-25c  
Wright's 1,000 Island Dressing, 12-oz. ... 40c  
Wright's Supreme Mayonnaise Salad Dressing 8½ oz. .... 35c  
Spinach, lb. .... 15c  
Green Beans, lb. ... 12½c  
New Peas, lb. .... 15c  
Carrots, bunch .... 10c  
Parsley, bunch .... 10c  
Asparagus, bunch ... 15c  
Beets ..... 10c  
Peppers, doz. .... 50c  
Cabbage, lb. .... 7c  
Egg Plant, ea. .... 15c  
Watermelons, iced, lb. 6c  
Watermelons, uniced, lb. .... 5c  
Black Raspberries, qt. .... 40c  
Rhubarb, bunch .. 12½c  
Lemons, doz. .... 40c

### Special for Saturday—

Extra Large Valencia Shelled Almonds, lb., (special for Saturday only) .... 69c

## Groceries at Reasonable Prices

Every Day in the Week—Every Week in the Year

Breakfast Bacon, 1½ to 3 lb.-pieces, lb. .... 22½c  
Sugar Cured Hams, lb. .... 29c  
Best Country Lard, lb. .... 15c

### Drink Cool Drinks for the Summer Months.

The Leader Tea, lb. .... 25c  
Best Oolong Tea, lb. .... 35c  
Best Gunpowder Tea, lb. .... 75c  
Geo. Washington Instant Coffee, per can 40c and ..... 75c  
No. 300 Lemons, doz. .... 35c  
Welch Grape Juice, pints 35c; quarts ..... 65c  
No. 2½ Pineapple, can ..... 25c  
No. 2½ Apple Sauce ..... 25c  
Jelly Monge, 2 pkgs. .... 25c  
Penn Jel, (It makes the jelly jell), package ..... 15c  
Extra Fine Cocoa, pound 10c; 3 pounds ..... 25c  
Columbia River Salmon, large can ..... 15c  
Tuna Fish, can ..... 15c  
Highest Quality Mayonnaise Salad Dressing, 11½ ounces ..... 35c  
Highest Quality Condensed Milk, large can ..... 10c  
Highest Quality Condensed Milk, small can ..... 5c  
New Potatoes, Fresh Beans and Peas. All Other Seasonable Vegetables.

A. R. LYON

Phone 303

20 South Ninth St.

### Prices for Saturday—

Veal Roast, lb. .... 20c  
Better than necessary and fully up to the Richards standard.  
dard.  
Fresh Ground Beef Loaf, lb. 15c  
Empire Picnic Hams, Premium cured and averaging from 5 to 8 lbs., lb. .... 20c  
Whole Lamb Shoulders, lb., 20c  
Brookfield Link Sausage, in 1-lb. cartons, each ..... 30c  
Tropic Nut Margarine, lb. ... 25c  
Shoulder Steak, lb. .... 20c  
Dill Pickles, 3 for ..... 10c  
Sweet Pickles, quart ..... 50c  
Swiss Cheese, lb. .... 65c  
Fancy Brick Cheese, lb. ... 30c  
Plate Rib Boiling Beef, lb. ... 10c

The average Columbia housewife has a feeling or dependence in Richards quality meats that is the result of the Richards policy of always selecting the best meats that can be obtained.

The further Richards policy of handling only government inspected meats adds to this feeling of security, particularly in warm weather. Then, too, the Richards cooling plant is extremely efficient.

**Richards**  
MARKET

PHONE: Two Seven Oh!

Where the Voice With a Smile Takes Your Order.